



First Alert®

FIRE SAFE TENNESSEE

www.tennessee.gov/firesafety

FOR IMMEDIATE RELEASE
SEPTEMBER 23, 2003

CONTACT: PAULA WADE
615.741.6007 (OFFICE)

LOCAL COMMUNITIES CAN HELP PREVENT DEADLY FIRES

BRK BRANDS AIDS DETECTOR DONATION PROGRAM FOR TENNESSEE

BRK Brands Inc, makers of First Alert home safety products, is providing 24,000 fire detectors at cost to help Tennessee reduce its high rate of fire death.

Businesses, civic groups, and communities are being encouraged to donate detectors to their local fire departments through the program. Orders will be taken through the state Fire Marshal's Office through its new Fire Safety website – www.tennessee.gov/firesafety.

“We wanted to design this as a community-level program, because Tennesseans are very close to the needs of their own communities and want to help their neighbors – it's just part of who we are,” said state Fire Marshal Paula Flowers. “Local businesses can order and pay for their detectors online, and they'll be shipped directly from First Alert to the designated fire department for distribution.”

More than 70 percent of all fire deaths occur in homes where there is no working smoke detector, according to national figures. In the remainder of fires, many times investigators are unable to tell whether a detector was in working condition.

Tennessee Titan and volunteer firefighter Erron Kinney, spokesman for the fire death campaign, said he's convinced that fire detectors can save lives. “A fire detector in the home can give people the few critical minutes they need to escape from a house fire,” Kinney said. “They can literally make the difference between life and death.”

“We're asking churches to help identify members – particularly elderly and shut-ins – who may need a detector in the home,” said Flowers. “Senior centers, home health agencies and others are all joining in this effort as well. All they need to do is call their local fire department. Most of them already install donated detectors in homes, absolutely free.”

Here are four easy steps to donate a First Alert detector that may save the life of a neighbor:

1. Go to www.tennessee.gov/firesafety
2. Click on “Smoke Detector Donation Program” and fill out the form
3. Choose the fire department to which you want the detectors sent
4. Congratulate yourself – you may have saved a life!